



## CONFERENCE EVALUATION PROJECT

### Introduction

IFLA conferences provide a unique opportunity. In many Sections, such as the Parliamentary Section, we are often the only body within our country doing the job that we do – the conference is the only opportunity we have to meet our counterparts from around the world. The conference is the only opportunity we have to learn from the work that goes on in other parts of the library community through personal contact and the only place where we can mobilise to take forward the IFLA key initiatives.

We need to make the case for attendance to those who do not come and to maximise the benefits to those that do. We do not currently have a way to understand the benefits of and drivers for attendance. This project aims to fill that gap.

### Goals and objectives

The project will establish an evaluation methodology for attendance at the IFLA conference (and pre-conference).

It will conduct a survey of members of the Parliamentary Section who have and have not attended IFLA conferences in recent years. For those who have attended, it will establish the benefits of attendance and the elements of the programme that have been most and least useful. For those who have not attended it will assess the reasons for non-attendance and drivers that would increase attendance.

### Alignment with IFLA's Key Initiatives

The project aligns with all the Key Initiatives since it is through attendance at the conference that most members of IFLA are exposed to those initiatives and have an opportunity to contribute to them. Through attendance, members can be inspired to play their own special part in making the Key Initiatives real once they return home.

### Methodology

- Month 1 – literature review of evaluation methodologies
- Month 2 – recommendation to sponsor for methodology
- Month 3 – agreement to methodology, design and sign off of survey
- Month 4 - survey issued
- Month 5 - survey responses analysed
- Month 6 – report and toolkit prepared

In parallel with these activities, focus groups will be carried out at events where groups of actual and potential participants are gathered eg meetings of regional groups.

### Participants

The project will aim to engage members of the Parliamentary Section in all regions of the world through the survey and through focus groups held at regional events taking place during the lifetime of the project.

### Anticipated Beneficiaries and Stakeholders

The main stakeholders are:

1. Members of the Parliamentary Section
2. Parliamentary administrations (who need to approve budgets for travel to IFLA conferences)
3. Other IFLA Sections
4. IFLA conference organisers

### **Expected Outcomes and Results**

Higher attendance at IFLA conferences

### **How Results Will Be Disseminated and Project Deliverables**

A report will be produced for use by the Section in designing programmes for future IFLA conferences that will maximise the benefits and increase the numbers of participants.

It will also deliver a toolkit for use by other IFLA Sections wishing to conduct evaluations.

Both of these will be issued via the IFLA website and discussed at future IFLA conferences.